

Message Text

UNCLASSIFIED

PAGE 01 TEL AV 05611 271405Z
ACTION NEA-10

INFO OCT-01 ISO-00 INR-10 /021 W
-----069917 280004Z /13

R 271141Z APR 78
FM AMEMBASSY TEL AVIV
TO USICA WASHDC
INFO SECSTATE WASHDC 2839

UNCLAS TEL AVIV 5611

USICA

STATE FOR NEA/P

E.O.11652: N/A
SUBJ: SURVEY ON ISRAELI PRESS READERSHIP

1. FOLLOWING IS THE TRANSLATION OF A SURVEY REPORT WHICH
APPEARED IN YEDIOT AHARONOT OF APRIL 21, 1978.

2. TITLE OF ARTICLE: SURVEY OF THE INSTITUTE FOR APPLIED
SOCIAL RESEARCH. "YEDIOT AHARONOT" IS THE MOST WIDELY
READ NEWSPAPER.

3. OF ALL 100 READERS OF NEWSPAPERS DURING WEEKDAYS,
40 READ YEDIOT, 31 READ MAARIV, 12 READ HAARETZ AND 3 READ
DAVAR. THESE DETAILS ARE PUBLISHED IN THE NEW RESEARCH
OF THE INSTITUTE FOR APPLIED SOCIAL RESEARCH IN JERUSALEM
CARRIED OUT IN ACCORDANCE WITH AN ORDER BY THE ASSOCIATION
OF PUBLISHERS I ISRAEL.

4. ON FRIDAYS THE DISTRIBUTION OF READERS IS AS FOLLOWS:
OF ALL 100 READERS, 42 YEDIOT, 31 MAARIV, 12 HAARETZ, 3 DAVAR.

5. HEREUNDER IS THE TABLE AS IT APPEARS IN THE REPORT
PUBLISHED THIS WEEK BY THE INSTITUTE FOR APPLIED SOCIAL
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PAGE 02 TEL AV 05611 271405Z

RESEARCH. TABLE NO. 5 (DISTRIBUTION 'IN PERCENT' OF READERS
OF THE VARIOUS NEWSPAPERS, WEEKDAYS AND FRIDAYS, WITH THE
FIRST (FIRST PAPER OF THE READER) AND THE SECOND (ADDITIONAL
PAPER OF THE READER) NEWSPAPER COMBINED TOGETHER.

NEWSPAPER	PERCENTAGE OF READERS	
	WEEKDAYS	FRIDAYS
JERUSALEM POST	2	2

DAVAR	3	3
HAARETZ	12	12
MAARIV	31	31
YEDIOT	40	42
ECONOMIC PAPERS	0	0
ANOTHER HEBREW		
PAPER	4	3
ARABIC DAILIES	0	0
OTHER LANGUAGE		
DAILIES	7	7
99##	100	

##THIS FIGURE DOES NOT ADD UP TO 110 PCT BECAUSE OF DIFFERENCES
IN ROUNDING OFF.

(END ARTICLE).

HITCHCOCK

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: REPORTS, SURVEYS, THE PRESS
Control Number: n/a
Copy: SINGLE
Draft Date: 27 apr 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TELAV05611
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780181-0235
Format: TEL
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978048/aaaaagcp.tel
Line Count: 77
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Litigation History:
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Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3035801
Secure: OPEN
Status: NATIVE
Subject: SURVEY ON ISRAELI PRESS READERSHIP
TAGS: SOPN, PINT
To: ICA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/77e934b4-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014